

## CIP BUDGET EXPENSE DETAIL

**DATE OF COUNCIL CONSIDERATION:**  
**CONTACT DEPARTMENT(S):**

8/22/13  
Public Works

**SUBJECT:** Authorize award, negotiation, and execution of a 24-month contract with Cultural Strategies, Inc. (MDB), or one of the other qualified offerors to RFP No. EAD0112 to provide a strategic media advertisement plan and campaign for the Public Works Department in an amount not to exceed \$262,000.

### CURRENT YEAR IMPACT:

Project Name:	Safe Routes to Schools
Project Authorization:	2012-2013 Capital Budget
Funding Source:	Texas Department of Transportation
Fund/Dept/Unit:	8950-6207-1678

Current Budget	353,583
Unencumbered Balance	312,594
This Action	<u>(262,000)</u>
Estimated Available	<u>50,594</u>

**ANALYSIS / ADDITIONAL INFORMATION:** The Texas Department of Transportation is allocating federal funds to the City's Public Works Department (PWD) from 2009 Transportation Enhancement funding provided by the Safe Accountable Flexible Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). The City has been awarded \$353,583 to conduct a city-wide safe bicycling and walking campaign and to construct sidewalks near various city schools.

PWD completed Phase I of this project in April 2013. Now that Phase I has been completed, Phase II will develop the messages of Phase I into a marketing, branding, and media component. Phase II activities covered in this RCA are:

- Creating safe bicycle and safe walking media messages
- Implementing an innovative media campaign with measurable results
- Developing a media advertisement strategic plan
- Implementing one year of media placement in print, radio, and other media per the strategies recommended in the strategic plan
- Perform an evaluation of the media campaign at the completion of Phase II